

CLAIMS

1. A method for controlling content to a user, comprising:
tagging at least one packet with a packet tag to enable user viewing
permission; and
5 sending the packets to at least one user terminal.
1. The method of claim 1, further comprising:
recording a packet tag if a user views the packet at the user terminal.
2. The method of claim 1, wherein said tagging further comprises:
10 encrypting the packet.
3. The method of claim 1, wherein said tagging further comprises:
specifying at least one user serial number; wherein the user serial number is
an identification code corresponding to a particular user terminal; and
reading the packet if the user serial number is specified.
- 15 4. The method of claim 4, wherein the packet comprises a datacast.
5. The method of claim 4, wherein the user terminal comprises a personal
computer (PC).
6. The method of claim 4, wherein the user terminal comprises a set top box.
7. The method of claim 4, wherein the packet is in motion picture expert
20 group ("MPEG") format.
8. The method of claim 4, further comprising:
broadcasting a packet with radio frequency airwaves.
9. The method of claim 4, further comprising:
broadcasting a packet by cable.
- 25 10. The method of claim 4, further comprising:
broadcasting a packet by satellite.
11. The method of claim 1, wherein said tagging further comprises:
encrypting a packet;

specifying at least one user serial number; wherein the user serial number is an identification code corresponding to a particular user terminal; and de-encrypting a packet on the user terminal if the user serial number is specified.

- 5 12. The method of claim 12, wherein a packet comprises a datacast.
13. The method of claim 12, wherein the user terminal comprises a personal computer (PC).
14. The method of claim 12, wherein the user terminal comprises a set top box.
15. The method of claim 12, wherein a packet is in MPEG format.
- 10 16. The method of claim 12, further comprising:
broadcasting a packet with radio frequency airwaves.
17. The method of claim 12, further comprising:
broadcasting a packet by cable.
18. The method of claim 12, further comprising:
15 broadcasting a packet by satellite.
19. A system for controlling content sent to a user, comprising:
a broadcast station;
at least one packet in communication with the broadcast station, wherein
the at least one packet has content and a packet ID associated therewith
20 and wherein said broadcast station is configured to tag said packet to
enable user viewing permission and to send said packet to at least one
user terminal.
20. The system of claim 20, wherein said broadcast station is further
configured to encrypt at least one packet.
- 25 21. The system of claim 20, wherein said broadcast station is further
configured to specify at least one user serial number to enable the user terminal to
view at least one packet if the user serial number is specified, wherein the user
serial number is an identification code corresponding to a particular user terminal.

22. The system of claim 20 further comprising:
- a user terminal in communication with said broadcast station for receiving at least one packet;
 - a user serial number associated with said user terminal, wherein said user serial number is an identification code corresponding to a particular user terminal
 - a tuner application associated with said user terminal, wherein said tuner application is configured to enable the user terminal to receive and display content associated with at least one packet on a display;
 - a web portal associated with said user terminal, wherein said web portal is connectable to a server;
- wherein said broadcast station is further configured to tag said packet to specify a user serial number; and
- wherein said tuner application is further configured to enable viewing of said packet if said packet is tagged to specify said user serial number.
23. A system for controlling content sent to a user, comprising:
- a user terminal;
 - a tuner application associated with said user terminal, wherein said tuner application is configured to enable the user terminal to receive and display content on a display, wherein the content is received from at least one packet, and a packet has a packet ID associated therewith;
 - a web portal associated with said user terminal, wherein said web portal is connectable to a server; and
- wherein said tuner application is configured to collect information about viewed content and communicate the information to a server.
24. The system of claim 24, wherein said information includes the content viewed at the user terminal.
25. The system of claim 24, wherein said information includes the time that content was viewed at the user terminal.